



ORGANIC FIBER PRESERVING INTEGRITY IN A RAPIDLY GROWING MARKET

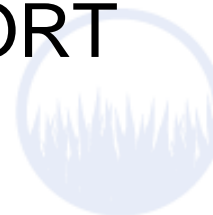


OUR MISSION

CATALYZE GLOBAL
MARKET FORCES TO
EXPAND ORGANIC FIBER
AGRICULTURE

OUR ROLE

TO CONNECT,
CONVENE, EDUCATE,
INNOVATE, AND
SUPPORT





ORGANIC FIBERS

cotton – hemp – linen



Organic fibers are grown without the use of toxic and persistent pesticides or fertilizers, sewage sludge, irradiation or genetic engineering, and are certified by an accredited independent organization. Strict laws and regulations are enforced by US Department of Agriculture and have been in place since 2002.



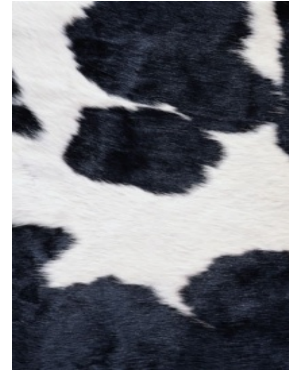
ORGANIC WOOL



Organic wool must be produced in accordance with federal standards for organic livestock production. US requirements for organic livestock production include: livestock feed and forage used from the last third of gestation must be certified organic; use of synthetic hormones and genetic engineering is prohibited; use of synthetic pesticides is prohibited; and producers must encourage livestock health through good cultural and management practices.



ORGANIC LEATHER



Organic leather means that the hides used are from animals that are organically fed and humanely raised, and the tanning process uses plant tannins, vegetable tannins or smoke to cure the leather. This means that there is zero toxicity from the run at the tanning facilities.





OVERVIEW OF THE US ORGANIC FIBER MARKET



IN THE US organic fiber products sales grew by 44% in 2005, to \$160 million.

1. women's apparel (43%)
2. infant clothing/diapers (40%)
3. men's clothing (43%)
4. sheets/towels (38%)
5. child/teen (52%). (OTA)

OVERVIEW OF THE ORGANIC FIBER MARKET



GLOBALLY, sales increased an estimated 35% annually, from \$245 million in 2001 to \$1.9 billion in 2007 and expected to be at \$2.6 *billion* by the end of 2008.

AND IT'S SOLD EVERYWHERE....

Department stores

Big box and brand stores

Boutiques

Specialty stores – outdoor, yoga

Independent natural food stores

Internet stores

Catalogs

WHICH DESIGNERS AND BRANDS ARE USING ORGANIC FIBER?

- 
- Patagonia
 - Eileen Fisher
 - Linda Loudermilk
 - Bono (Edun)
 - Rogan (Loomstate)
 - Stella McCartney
 - Diane von Furstenberg
 - Nike
 - American Apparel
 - Coop Sweden and Switz
 - Disney
 - GAIAM
 - Nordstrom
 - C&A (Europe)
 - Gap, Inc.
 - Hanna Andersson
 - Hess Natur (Germany)
 - H&M
 - Howie's (UK)
 - IKEA
 - Indigenous Designs
 - Levi Strauss
 - Marks & Spencer
 - Monoprix (France)
 - Norm Thompson
 - People Tree (UK)
 - prAna
 - REI



Organic Cotton Brands & Retailers

The Top Five

| 2005 | 2006 | 2007 |
|---|---|--|
| 1. Nike 2. Coop Switzerland 3. Patagonia 4. Otto Group 5. Wal-Mart | 1. Wal-Mart 2. Nike 3. Coop Switzerland 4. Patagonia 5. Otto Group | 1. Wal-Mart 2. Nike 3. Woolworth's South Africa 4. Coop Switzerland 5. C&A |

and

APPROXIMATELY 1500 BRANDS AND RETAILERS
AROUND THE WORLD



LABELING AND CERTIFICATION

PRATIBHA SYNTEX

International Organization for
Standardization (ISO) Standard 2076:
§ 303.2 General requirements.
9(E), "Textiles -- Man-made fibres --
generic names." This incorporation by
(a) Each textile fiber product, except
reference was approved by the Director of
those exempted or excluded under
Federal Register in accordance with 5
section 12 of the Act, shall be labeled or
§.C. 552(a) and 1 CFR part 51. Copies
may be obtained from the American
requirements of the Act and regulations.
tional Standards Institute

(b) Any advertising of textile fiber
products subject to the Act shall be in
conformity with the requirements of the
Act and regulations.
§ 303.6 Generic names of fibers to
be used.

(c) The requirements of the Act and
regulations shall not be applicable to
products required to be labeled under
the Wool Products Labeling Act of
1939 (Pub. L. 76-830, 49 U.S.C. 68,
54 Stat. 1129).
(a) Except where another name is
permitted under the Act and
regulations, the respective generic
names of all fibers present in the
amount of 5 percentum or more of
the total fiber weight of the textile
fiber product shall be used when
naming fibers in the required
information; as for example: "cotton,"
"rayon," "silk," "linen," "nylon," etc.

HOW TO LABEL?

Legal Requirements

all claims must be true

the wording of labels cannot
be misleading to consumers

percentages of fiber content
must be given

the organic fiber must be certified to
an accepted standard (National
Organic Program in the US)

100% ORGANIC

- 100% organic fiber content
- Only organic processing aids
- USDA Organic seal may be displayed on final product, in marketing materials, and in retail displays - in proximity to certified products only
- All operations producing, handling, processing and manufacturing the final product must be certified.

ORGANIC

- Minimum of 95% organic fiber content
- 5% non-organic substances, as listed in NOP regulation
- No non-organic fibers
- USDA Organic seal may be displayed on final product, in marketing materials, and in retail displays – in proximity to certified products only
- All operations producing, handling, processing and manufacturing the final product must be certified.

“MADE WITH ORGANIC”

- May use “made with organic ...” in the labeling of textile products containing a minimum of 70% organic fibers
- May identify specific fibers as being organic (must be certified to the NOP standard)
- May state the percentage of organic fibers contained in the final product
- May not use the USDA organic seal
- May not imply or lead the consumer to believe that the final product is certified organic



"Natural next to your skin."

This garment is made with organic cotton, which has been grown without the use of chemical pesticides.

sahalie
by Katie Winslow

www.sahalie.com/organic

Printed on 100% post consumer recycled paper with soy based inks



TEXTILE AND PRODUCT CLAIMS



**Global Organic
Textile
Standard
(GOTS)**





FIBER CLAIMS

OE BLENDED

OE 100





Did you know?

By buying “transitional” cotton, we can encourage and help farmers to make the switch to more environmentally friendly organic farming. Transitional cotton is cotton grown on fields just recently converted to organic farming methods but not yet certified organic.

Wal-Mart recently purchased 12 million pounds of transitional cotton and has also become the largest buyer of organic cotton in the world. This will allow us to offer even more clothing that’s both environmentally friendly and affordably priced.

Growing organic/transitional cotton keeps harmful pesticides and fertilizers out of the Earth, atmosphere and our drinking water.



Any T-shirt
can make
a statement.
These make
a difference.

Our **Faded Glory®** T-shirts are made with “transitional” cotton that is grown without synthetic fertilizers or pesticides.

TRANSITION TO ORGANIC





Who is Buying Organic Products?





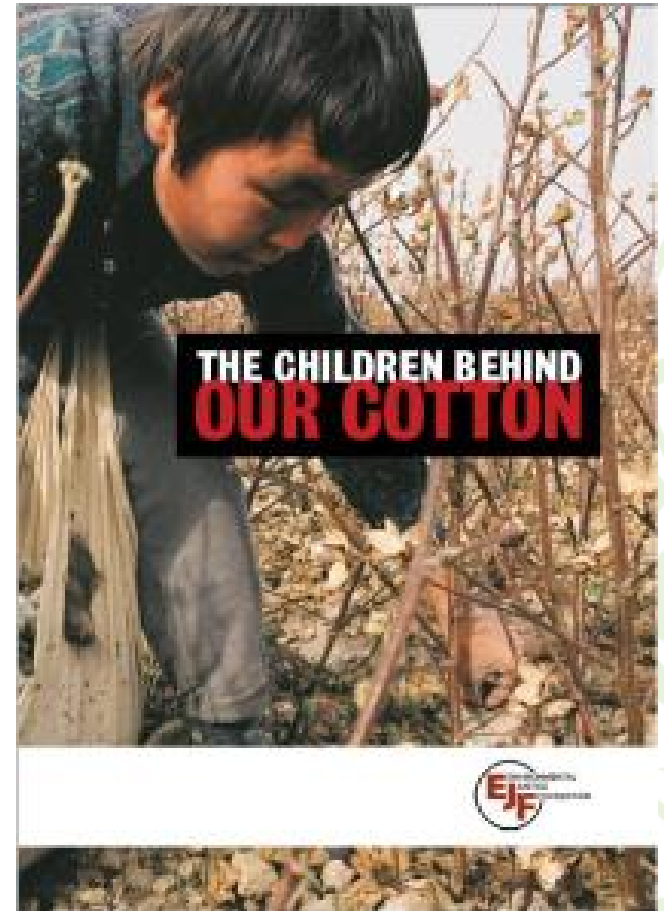
PEOPLE ARE ASKING

What is in your product?

Where was your product made?

Who made it?

Under what conditions?





TOGETHER, WE CAN AND ARE
MAKING A WORLD OF
DIFFERENCE!



ORGANICEXCHANGE.ORG

